

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMMUNICATIONS, INC.

(PSI)
MADE IN U.S.A.

AD# (PSI) 105-C2 "LOTTO COMPUTER"-REQ# N-93340-Super Page (8" x 10 13/16") - 4/C
Product Movers (Portland, ME), May 10, 1987

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PLAYERS LIGHTS 25's

Go ahead, press your luck!

Lotto Computer Special Offer!

Now picking lotto numbers has never been easier or faster. Just press the big red Players Lights 25's button and your Lotto Personal Computer* will randomly select numbers for any state lottery or daily numbers game!

You're always in luck with Players Lights 25's—50 EXTRA per carton, 5 EXTRA per pack!

And now get the Players Lights 25's Lotto Computer for \$25.00 or pay even less with carton proofs of purchase.



Kings
& 100's
Regular and
Menthol

MS's suggested pricing based on full price brands.

Kings 10 mg "tar," 0.8 mg nicotine -
100's 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

*Lotto Personal Computer is a trademark of Lottoland, LLC. 1988

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

PLAYERS LIGHTS 25's			
TO ORDER: <input type="checkbox"/> Send \$25 check or money order payable to PLAYERS LIGHTS 25's LOTTO COMPUTER (no cash please) for each Lotto Computer ordered.			
OR: <input type="checkbox"/> Special Carton Discount Offer: Receive the Lotto Computer for each by sending in Players Lights 25's carton UPC codes. One UPC code = \$2.50 savings. Limit 5 UPC codes per each computer ordered.			
*Minimum = \$2.50 = \$			
# of Computers	Lotto Computer Price	Total Cost	
1	\$25.00 each	\$25.00	
Subtotal Special Discount \$			
State Order \$			

Lotto Computer Special Offer!

Send order form to:
Players Lights 25's Lotto Computer
 P.O. Box 18027
 Hightstown, NJ 08520-0027

Send Lotto Computers to:

Name _____
 Address _____
 City _____
 State _____ Zip _____

Please allow 4 to 6 weeks for delivery. Be sure to include in this order your carton that contains a minimum of 25 packs of cigarettes. Offer expires 6/30/87. Offer good while supplies last.

PLAYERS LIGHTS 25's

You're already in luck... Here's \$1.00 off your next carton!

1 28200 55276 4

2 28200 55276 4

MAUFACTURER'S CODE

EXPIRES 10/31/87

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